



COUNCIL AGENDA: 3-25-14
ITEM: 2.8

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: 3-12-2014

SUBJECT: CESAR CHAVEZ RED CARPET FILM PREMIER

RECOMMENDATION

As recommended by the Rules and Open Government Committee on March 12, 2014 and outlined in the attached memo previously submitted by the Rules and Open Government Committee:

- (a) Approve the Cesar Chavez Red Carpet Film Premier event as a City Council sponsored Special Event and approve the expenditure of City funds; and
- (b) Approve the allowance of donations from various individuals, businesses or community groups to support the event.



Memorandum

TO: CITY COUNCIL

FROM: Councilmember Xavier Campos

SUBJECT: SEE BELOW

DATE: 03.06.14

APPROVED:

DATE:

3/6/14

SUBJECT: APPROVE THE *CESAR CHAVEZ* RED CARPET FILM PREMIER AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT.

RECOMMENDATION

1. Approve the *Cesar Chavez* Red Carpet Film Premier event as a City Council sponsored Special Event and approve the expenditure of City funds.
2. Approve the allowance of donations from various individuals, businesses or community groups to support the event.
3. Place item on the March 25, 2014 Council Agenda for action.

BACKGROUND

This event will be a premier of the upcoming film "Cesar Chavez" with cast and crew in attendance. The film is a biographic rendition of the life and work of civil rights activist and American hero Cesar Chavez, whose roots of organization and peaceful protest trace back to San Jose. Members of the late Chavez's family will be in attendance, as well as, community leaders who continue the work that Chavez began.

This event is to take place on March 26, 2014 at the Tech Museum in Downtown from 6pm-9pm. This event is free and open to the public with registration capped at 280 due to Tech Museum theatre capacity limits.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember Campos will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR- 1). Approval of this memorandum will enable Council District 5, City departments and the Office of the City Clerk to proceed with the event. Any cash donations will be processed pursuant to the City's normal financial and budgetary requirements.

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EVALUATION AND FOLLOW-UP

Councilmember Campos will issue an information memo detailing the results of the event.

PUBLIC OUTREACH/INTEREST

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website for the March 12, 2014 Rules Committee Agenda and the March 25, 2014 City Council Agenda.

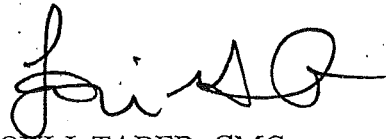
- ☐ **Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. (Required: Website Posting)
- ☐ **Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. (Required: E-mail and Website Posting)
- ☐ **Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

COORDINATION

This memorandum has been coordinated with the City Attorney's Office

CEQA

Not a project.



TONI J. TABER, CMC
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.